

# Authors

## Index

### Volume 5,

### 1988

---

Aaker, D. A., Stayman, D. M., and Vezina, R.: Identifying Feelings Elicited by Advertising, 1

Alden, D. L.: see Green, R. T.

Berger, P. D.: see Jaffe, L. J.

Brennan, J. M.: see Synodinos, N. E.

Bush, A. J., and Lucas, G. H.: Personality Profiles of Marketing vs. R&D Managers, 17

Cobb-Walgren, C. J.: see Hoyer, W. D.

Debevec, K. and Iyer, E.: Self-Referencing as a Mediator of the Effectiveness of Sex-Role Portrayals in Advertising, 71

Deighton, J. and Schindler, R. M.: Can Advertising Influence Experience?, 103

Ensley, E. E.: see Smart, D. T.

Gardner, M. P. and Hill, R. P.: Consumers' Mood States: Antecedents and Consequences of Experiential versus Informational Strategies for Brand Choice, 169

Green, R. T. and Alden, D. L.: Functional Equivalence in Cross-Cultural Consumer Behavior: Gift Giving in Japan and the United States, 155

Greenwald, A. G.: see Pratkanis, A. R.

## AUTHOR'S INDEX

---

Hill, R. P.: see Gardner, M. P.

Horne, D. A.: see Johnson, M. D.

Hoyer, W. D. and Cobb-Walgren, C. J.: Consumer Decision Making Across Product Categories: The Influence of Task Environment, 45

Iyer, E.: see Debevec, K.

Jaffe, L. J. and Berger, P. D.: Impact on Purchase Intent of Sex-Role Identity and Product Positioning, 259

Johnson, M. D. and Horne, D. A.: The Contrast Model of Similarity and Comparative Advertising, 211

Kardes, F. R.: A Nonreactive Measure of Inferential Beliefs, 273

Lessne, G. J. and Notarantonio, E. M.: The Effect of Limits in Retail Advertisements: A Reactance Theory Perspective, 33

Lucas, G. H.: see Bush, A. J.

Merikle, P. M. Subliminal Auditory Messages: An Evaluation, 355

Moore, T. E.: The Case Against Subliminal Manipulation, 297

Notarantonio, E. M.: see Lessne, G. J.

Pratkanis, A. R. and Greenwald, A. G.: Recent Perspectives on Unconscious Processing: Still No Marketing Applications, 337

Ringold, D. J.: Consumer Response to Product Withdrawal: The Reformulation of Coca-Cola, 189

Schindler, R. M.: see Deighton, J.

Smart, D. T. and Ensley, E. E.: Timing of Negative Disclosures and Attitudinal Consequences, 139

Solomon, M. R.: Mapping Product Constellations: A Social Categorization Approach to Consumption Symbolism, 233

Stayman, D. M.: see Aaker, D. A.

Stern, B. B.: Sex-Role Self-Concept Measures and Marketing: A Research Note, 85

Synodinos, N. E.: Review and Appraisal of Subliminal Perception Within the Context of Signal Detection Theory, 317

Synodinos, N. E. and Brennan, J. M.: Computer Interactive Interviewing in Survey Research, 117

Vezina, R.: see Aaker, D. A.

